

Distinguishing Scholarly Journals from Other Periodicals

Meriam Library - California State University, Chico

	SCHOLARLY JOURNALS*	TRADE PUBLICATIONS	NEWS OR OPINION MAGAZINES	POPULAR MAGAZINES	SENSATIONAL PUBLICATIONS
Examples:	American Economic Review Educational Theory Journal of Communication	Advertising Age Industry Week Progressive Grocer	New Republic Scientific American U.S. News and World Report	Glamour Rolling Stone People Weekly	Star Globe National Enquirer
Appearance:	-serious format -plain cover, plain paper -lengthy, in-depth articles -articles generally structured and may include these sections: abstract, literature review, methodology, results, conclusion, bibliography	-attractive format -heavily illustrated -glossy paper	-attractive format -structure less formal than a scholarly journal	-eye catching -slick and glossy -attractive format -short articles with little depth	-cheap newspaper format -outrageous headlines are used to pique curiosity and gain readership: "HUSBAND AND WIFE HAVE SEX CHANGE ...TO SAVE MARRIAGE!"
Graphics:	-charts and graphs integral to the content of the article -minimal photographs -minimal color, generally black & white	-color photographs and illustrations	-often include photographs, illustrations and graphics relevant to the article but used as aesthetic enhancements	-numerous photos, illustrations, and drawings intended to enhance the magazine's image	-melodramatic photographs
Advertising:	-minimal, select advertising that is geared towards the discipline	-contain advertising for industrial or specialized products aimed at people in the industry	-carry advertising	-extensive advertising aimed at the general public	-contain advertising as startling and melodramatic as the stories
Audience:	-researchers and professionals	-members of a specific business, industry or organization	-educated, general audience	-non-professionals -broad-based audience	-impressionable readership
Authors:	-scholars or researchers in the field, discipline or specialty	-practitioners or educators within the industry or profession	-magazine staff writers or free-lance writers	-magazine staff writers or free-lance writers	-staff or free-lance writers
Language:	-technical terminology appropriate to the discipline -reader is assumed to have a similar scholarly background	-jargon of the industry or profession	-language appropriate for an educated readership -does not emphasize a specialty but does assume a certain level of expertise	-simple language in order to meet a minimum education level	-language that is simple and easy-to-read -an inflammatory, sensational style is often used
Purpose:	-to inform, report or make available original research or experimentation to the rest of the scholarly world	-to provide news and information to people in a particular industry or profession	-provide general information to an educated lay audience	-to entertain or persuade -a not so hidden agenda is to sell products or services	-to arouse curiosity and interest by stretching and twisting the truth
Sources:	-always cite sources with footnotes or bibliographies	-occasionally cite sources -some footnotes or bibliographies	-occasionally cite sources	-sources of original information rarely provided or obscure	-rarely cite sources of information

*Scholarly journals are sometimes referred to as *Refereed* or *Peer Reviewed*. A refereed or peer reviewed journal is a scholarly journal that has a rigorous approval and editing process in which experts in the field evaluate journal articles before acceptance for publication.